

SUPPLEMENTAL PRELIMINARY AMENDMENT

Serial Number: 09/637,728

Filing Date: August 11, 2000

Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE PURCHASING MEDIAPage 2
Dkt: 494.005US1

wherein the auction server reads the auction item, the bid value, and the program data, and converts the bid value to a display value having the program incentive reward media type of the incentive reward program associated with the participant.

8. (Twice Amended) The computerized system of claim 1, wherein the program incentive reward media type is selected from the group consisting of frequent user points, frequent flyer miles, and paper certificates[auction server only responds to requests received from a participant registered for the incentive reward program].

9. (Unchanged) The computerized system of claim 1, further comprising a fulfillment component operative to determine the winning bid for the auction item and to arrange for delivery of an actual item associated with the auction item.

10. (Unchanged) The computerized system of claim 8, wherein the auction item is a service.

11. (Twice Amended) A computerized method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant of a plurality of participants;

reading a program incentive reward media type from a database containing program data for a plurality of incentive reward programs, the program data determined based on the incentive reward program associated with the participant;

calculating a display amount in the program incentive reward media type by converting the bid data to the program incentive reward media type; and

displaying the display amount;

wherein the plurality of participants includes at least two participants from different incentive reward programs.

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10. (Twice Amended) A computerized method for updating auction bid data in a computer system [for an auction item], the method comprising:

receiving from a participant of a plurality of participants a first bid amount for [the] an auction item, the auction item having an item media type;

reading a program incentive reward media type [associated] from a database containing program data for a plurality of incentive reward programs, the program data determined based on an incentive reward program associated with the participant;

calculating a second bid amount by converting the first bid amount in the program incentive reward media type to the item media type; and

updating a current bid amount for the auction item with the second bid amount;

wherein the plurality of participants includes at least two participants from different incentive reward programs.

13. (Twice Amended) A computer readable medium having computer executable instructions for performing a method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant of a plurality of participants;

reading a program incentive reward media type from a database containing program data for a plurality of incentive reward programs, the program data determined based on the incentive reward program associated with the participant;

calculating a display amount in the program incentive reward media type by converting the bid data to the program incentive reward media type; and

displaying the display amount;

wherein the plurality of participants includes at least two participants from different incentive reward programs.

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16. (Twice Amended) A computer readable medium having computer executable instructions for performing method for updating auction bid data in a computer system [for an auction item], the method comprising:

receiving from a participant of a plurality of participants a first bid amount for [the] an auction item, the auction item having an item media type;

reading a program incentive reward media type [associated] from a database containing program data for a plurality of incentive reward programs, the program data determined based on an incentive reward program associated with the participant;

calculating a second bid amount by converting the first bid amount in the program incentive reward media type to the item media type; and

updating a current bid amount for the auction item with the second bid amount;

wherein the plurality of participants includes at least two participants from different incentive reward programs.

19. (New) The computerized method of claim 7, wherein the program incentive reward media type is selected from the group consisting of frequent user points, frequent flyer miles, and paper certificates.

20. (New) The computerized method of claim 16, wherein the program incentive reward media type is selected from the group consisting of frequent user points, frequent flyer miles, and paper certificates.

21. (New) The computer readable medium of claim 13, wherein the program incentive reward media type is selected from the group consisting of frequent user points, frequent flyer miles, and paper certificates.